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James Buchanan Duke

(1856-1925)

*A Great Pattern
of
Hard Work, Wisdom
and Benevolence*

DR. WATSON S. RANKIN





“Were American Newcomen to do naught else, our work is well done if we succeed in sharing with America a strengthened inspiration to continue the struggle towards a nobler Civilization—through wider knowledge and understanding of the hopes, ambitions, and deeds of leaders in the past who have upheld Civilization’s material progress. As we look backward, let us look forward.”

—CHARLES PENROSE

*Senior Vice-President for North America
The Newcomen Society of England*



This statement, crystallizing a broad purpose of the Society, was first read at the Newcomen Meeting at New York World’s Fair on August 5, 1939, when American Newcomen were guests of The British Government

“Actorum Memores simul affectamus Agenda”

JAMES BUCHANAN DUKE

(1856-1925)

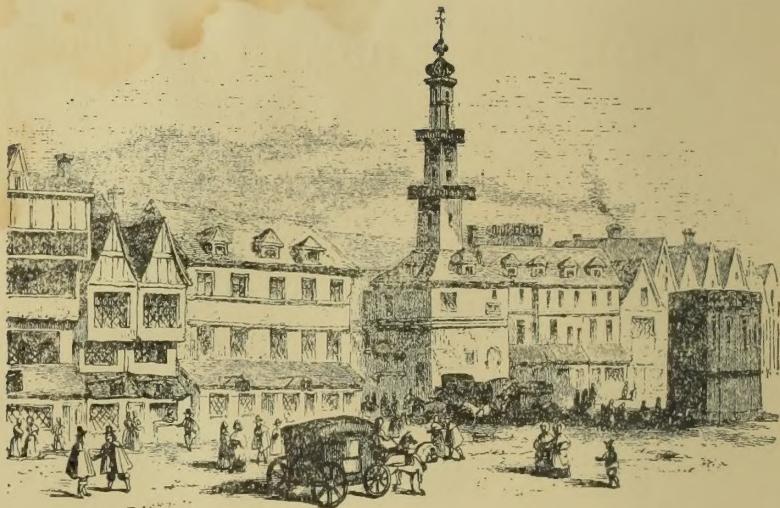
Hard Work, Wisdom, Benevolence

An Address at Charlotte



AMERICAN NEWCOMEN, through the years, has honored the memories of many great men, both in the United States of America and in Canada; great men who, by their hard work, genius, and benevolence, have brought inspiration and manifold blessings to thousands of their fellow men and have bequeathed, to generations yet unborn, a heritage of great endeavour and wondrous loving kindness. Such a Newcomen manuscript is this, dealing with the life and work of a truly noble American, born a century ago, whose contributions to the material and moral fibre of the nation will endure. The example of JAMES BUCHANAN DUKE shines as a beacon to guide men along the road of achievement, of honor, and compassion.





“The course of man is set, fixed like a star within its orbit, and the ideal is not only more dynamic but more real than dead matter. Life’s dynamic moves from the less perfect to the more perfect, from the now to the then, from the here to the there, from the actual to the possible, from idea to ideal. Like the children in the wilderness in search of a promised land, we are led by a pillar of fire by night and a pillar of cloud by day. And work is the power and the glory in this transition from the actual to the possible—work is the master-word. To move forever onward, that is to live. To arrive would be fatal for then the possible would become the actual and the dynamic spirit would lose its momentum, become static and cease to live.”

—WATSON S. RANKIN



James Buchanan Duke

(1856-1925)

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Hard Work, Wisdom
and Benevolence*

DR. WATSON S. RANKIN

MEMBER OF THE NEWCOMEN SOCIETY

TRUSTEE

THE DUKE ENDOWMENT

DURHAM AND CHARLOTTE

NORTH CAROLINA



THE NEWCOMEN SOCIETY IN NORTH AMERICA
NEW YORK SAN FRANCISCO MONTREAL

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WATSON S. RANKIN



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*The Newcomen Society, as a body,
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*This Newcomen Address, dealing with the life
and work of James Buchanan Duke (1856-
1925), was delivered at the "1952 North
Carolina Dinner" of The Newcomen Society
of England, held at Hotel Charlotte, Charlotte,
North Carolina, U.S.A., when Dr. Rankin
was the guest of honor,
on April 4, 1952*



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INTRODUCTION OF DR. RANKIN, AT CHARLOTTE ON APRIL 4,
1952, BY DR. CHARLES A. CANNON, PRESIDENT, CANNON MILLS
COMPANY; HONORARY CHAIRMAN OF THE NORTH CAROLINA
COMMITTEE, IN THE NEWCOMEN SOCIETY OF ENGLAND.

My fellow members of Newcomen:

It is altogether appropriate that American Newcomen, here in North Carolina, should honor the memory of a great leader whose work centered in this State and meant so much to the people of North Carolina, their economic development, and their social progress. Moreover, no other North Carolinian could better be selected to speak on the life and work and contributions of James Buchanan Duke than tonight's guest of honor. A life-long friend of Mr. Duke, he is a Trustee of The Duke Endowment and has been identified with its wonderful work, all these years.



Dr. Rankin, a native of Cabarrus County, North Carolina, studied medicine at North Carolina Medical College and took his M.D., at The University of Maryland. After a year's post-graduate work at Johns Hopkins Medical School and residency in The University of Maryland Hospital, he served 6 years as Dean of the Medical School, at Wake Forest College, North Carolina.

From 1909 to 1925, during 16 years, he was State Health Officer of North Carolina. From 1925 until 1950 he served as

Director of the Hospital and Orphans Section of The Duke Endowment. Today, he is their Consultant.



One of North Carolina's leading and most respected citizens, Dr. Rankin has been recipient of numberless recognitions and awards for service, both State and national, in professional work for the benefit of the health of the American People. He has contributed many articles to public health and hospital literature and is regarded as an outstanding authority.

He has served as Trustee of American Hospital Association, the organization of administrators, trustees, and officers of the hospitals of the United States of America and Canada.



Honorary Doctor of Science from Duke University, Davidson College, and Wake Forest College, Dr. Rankin holds his Phi Beta Kappa key.



His are broad interests. One evidence is the fact that he is an Honorary Associate Member of The North Carolina Chapter, in The American Institute of Architects.



I am happy indeed to introduce to this Newcomen group an old friend whom I greatly admire: DR. WATSON SMITH RANKIN.





My fellow members of Newcomen:

THE trite warning that contrasts the impetuosity of fools with the circumspection of angels rang the bell of caution in the belfry of my cranium when the importunities of over-confident friends prevailed over sounder judgment and accumulated experience. To characterize a great mind and spirit, to fathom the depths of motivation and real being, is not a task for one unacquainted with the mysteries of the sea. But then, why take one's self too seriously? After all, failures only pave the way to more perfect achievement. There will be others who will convert attempts into accomplishments. So I reasoned; so I yielded.



Mr. W. W. Fuller, chief counsel of the American Tobacco Company, is quoted as saying: "The chief office of the American Tobacco Company is furnished in elegant massiveness, but opposite the large chair set for the president there hangs, in singular contrast, on the wall, the picture of the first log-house factory of the Dukes and standing beside it the venerable founder of the business." If Mr. Duke had lived five years more, the contrast might

have been even sharper for beside the log-house factory there might have hung a picture of Duke Chapel, the center and the heart of Duke University. The two pictures in their sharp contrast would have then symbolized life in its fullness—the great metamorphosis of matter into spirit. Between these two extremes, the beginning and the end, we may observe the visible segment of the orbit of an exceptionally creative life.



James Buchanan Duke was born on December 23, 1856, five years before the outbreak of the Civil War.

His mother, Artelia Roney Duke, died from typhoid fever when her son was twenty months of age.

At nine years of age, at the end of the Civil War, he was at work on a neglected, war-despoiled farm a few miles out of the little village of Durham. Here he learned, first-hand, the rudiments of the tobacco business, from seedbed to the conversion of the cured leaf into smoking tobacco.

At eighteen years of age, the log-tobacco factory, 20 x 30 feet, in the country was abandoned for a new factory in Durham, 40 x 70 feet, three stories high, and employing fifteen workers.

At twenty-two years of age, with \$3,000 in cash and a loan of \$11,000 from his father, he was a full partner in the firm of W. Duke Sons and Company and in general charge of the business.

At twenty-seven years of age, with less than \$100,000 capital, Mr. Duke went to New York where the large tobacco interests were well entrenched. At first his presence was unnoticed, but not for long. He became a competitor; commercial war within the tobacco trade ensued.

At thirty-four years of age the competing interests were consolidated and Mr. Duke was elected President of the American Tobacco Company. Ninety percent of the output of the Company was cigarettes which was considered too narrow a base for commercial stability. Diversification followed and the Company expanded to include every kind of tobacco product, cigarettes, cigars, smoking and chewing tobacco and snuff.

At 44 years of age, 1890, Mr. Duke became President of the enlarged and diversified American Tobacco Company with total assets of \$274,000,000.



In 1907, the Department of Justice, having won the decisions in its prosecutions of the Northern Securities and its case against the meat packers, brought indictments against the Standard Oil Company and the American Tobacco Company. In November 1908, the case was decided against the American Tobacco Company in a three-to-one decision by the United States Circuit Court of New York. Certain statements contained in the adverse majority decision are of interest.

“‘The record in this case,’ said Judge Lacombe, ‘does not indicate that there has been any increase in the price of tobacco products to the consumer. There is an absence of persuasive evidence that by unfair competition or improper practices independent dealers have been dragooned into giving up their individual enterprises and selling out to the principal defendant.

“‘During the existence of the American Tobacco Company new enterprises have been started, some with small capital, in competition with it and have thriven.

“‘The price of leaf tobacco—the raw material—except for one brief period of abnormal conditions, has steadily increased until it has nearly doubled, while at the same time 150,000 additional acres have been devoted to tobacco crops and the consumption of the leaf has greatly increased.

“‘Through the enterprise of defendants, and at large expense, new markets have been opened or developed in India, China and elsewhere.

“‘But all this is immaterial,’ the court held. The Sherman anti-trust act, as construed by the Supreme Court, prohibited every contract or combination in restraint of competition. ‘Each one of these purchases of existing concerns, complained of in the petition, was a contract and combination in restraint of competition when it was entered into, and that is sufficient to bring it within the ban of this drastic statute.’”

In May 1911, the United States Supreme Court upheld the decision of the Circuit Court and remanded the case to that Court for dissolution of the Company, cautioning the lower Court not to approve a plan of dissolution that might result in "unnecessary injury to the public or the rights of property." After many conferences and much discussion between the opposing interest and attorneys, a plan for taking the organization apart that came from the same brain that had put it together was approved.

"Nothing could more thoroughly demonstrate the skill and foresight displayed in this allocation and readjustment of the tobacco interests than has the record of the resulting corporations. Through some sixteen years of independent operation, their individual business and earnings have continually increased, mounting to figures that hardly seemed possible when the 'trust' was dissolved. Liggett and Myers, the Reynolds, American Tobacco, and Lorillard companies, United Cigar, and various others are among the leading American corporations."

❀ ❀

The bold and adventurous spirits of the last quarter of the Nineteenth Century, frontiersmen in the development of the natural resources of our Country, iron, oil, power, transportation, and mining, have been criticized as tough and ruthless by the children of a softer civilization. Let them criticize their grandfathers, these stalwarts of their country's youth, judge them by their more plastic standards, but the over-all and final judgment of history, that will consider the part in its relation to the whole, will be that these strong, unyielding characters laid the foundations and set the patterns for an industrial empire—an industrial development that was a major, if not, in truth, a decisive factor in the winning of the First World War and the Second World War, and, if and when Russia calls the turn, the winning of a Third World War. The football player of 1890 played by the rules of 1890, not by the rules of 1950. With that sort of out-of-time thinking there would have been no Rockefeller Foundation, no Carnegie Foundation, no Duke Endowment. The picture of the old log tobacco factory might still hang there on the wall in meaningless solitude with no picture of Duke Chapel to keep it company and give it the fulfillment of high and lasting achievement.

Mr. Duke was now 48 years of age. With the tobacco industry reorganized and his career in that field largely completed, his mind was fallow for the germination of new ideas. Lying dormant in his subconscious mind were childhood memories of a water wheel at the water mill to which it was his custom to take the family grist. During a recent experience in providing a limited supply of hydro-electric energy for his New Jersey estate these sleeping ideas seemed to stir.



Then, there were certain circumstances, relatively insignificant at the time but with greater significance in the light of passing time. Sir Thomas Browne, in his *Religio Medici*, does not treat circumstance without respect. He believed that circumstances or chance happenings were special interventions in the ordinary course of natural law—in a word, providential. He writes: “Abraham might have thought the ram in the thicket came thither by accident: human reason would have said that mere chance conveyed Moses in the ark to the sight of Pharaoh’s daughter. What a labyrinth is there in the story of Joseph! able to convert a stoick. Surely there are in every man’s life certain rubs, doublings, and wrenches, which pass a while under the effects of chance; but at the last, well examined, prove the mere hand of God.”



An infected foot, an attending physician who came originally from that section of South Carolina through which the Catawba River flows, a conference with the late William States Lee, the vision of a river prodigal of its tremendous energy, and the possibility of turning this wasted power into the industrialization of a great section of two States, and so the course of action was set. There was risk; there was challenge, for the use of electricity for power purposes was in its early stages. There was no assurance that if the power was produced that it could be transmitted over a sufficiently large territory to assure an ample market.

The control and utilization of the power of the Catawba was begun in 1904. In 1912, Mr. Duke visited the Saguenay River—a river flowing through the wilds of Canada one hundred miles

north of the City of Quebec. The Saguenay is a powerful river with twice the electrical potential of the Catawba, with a drainage area of thirty thousand square miles, an area of sixty North Carolina counties, it is the outlet of Lake St. John with a surface area of three hundred and sixty-five square miles. In its course of thirty-seven miles to navigable water the river has a fall of three hundred and eighteen feet. Acquiring properties along this mighty current began in 1913 but actual construction was delayed by the war until 1919.

The sale and utilization of the power was effected by joining forces with Sir William Price of Montreal and the Mellons of Pittsburgh with their interest in the Aluminum Company of America.

The Saguenay development, challenging in its nature, fascinating in its possibilities, and remunerative in its achievement, was never an end in itself but only a means to a larger and more permanent development that lay within the region of the Catawba.



Men are nostalgic. The love of home is not only human but sub-human. It is instinctive. The fox, the deer, even the rabbit in the last of many pursuits, when fatigue begins to tell, vaguely conscious of ebbing strength, apprehensive, makes the last full turn in the chase and the end comes where old and haunting memories linger.

Mr. Duke was now in his sixties. Most of a life of exceptional dimensions lay behind him. He was retrospective. His spirit was homeward bent. His family had come out of the soil of North Carolina and in her soil they rested. The ties that bound him to his father were strong and unyielding. In this, he was a Confucianist. And what a religion! Ask the ancient races that record time not in years but in centuries, A.D. and B.C.; ask the Chinese; ask the Jew, the Jew who wrote the law: "Honor thy father and thy mother: that thy days may be long in the land which the Lord thy God giveth thee." And with what repetition the verification of this promise appears in the lives of men—in the life of James B. Duke!

While the Saguenay was being put to work in Canada, the Catawba development was proceeding according to schedule for his primary and permanent interest was centered in the Carolinas. Here a great power company was to become the means to greater ends.

At the time of his death, October 10, 1925, when he was approaching his sixty-ninth birthday, the hydro-electric and six steam-electric plants of the Duke Power Company had a generating capacity of 900,000 horsepower, distributing annually 1,500,000,000 kilowatt hours of electricity over 3,500 miles of transmission lines to more than 300 cotton mills with approximately 6,000,000 spindles, over 50 percent of all the spindles in the Carolinas, more than 33 percent of all the spindles in the South, 16 percent of all the spindles in America. This, in addition to electricity for other industries, domestic uses, illumination of cities and towns, and urban and interurban transportation.



Mr. Duke, looking beyond the span of his own life, made provisions, both organizational and financial, for the further development of the Duke Power Company. At the present time, the Company, with thirty-two hydro-electric and eight steam-electric plants, has a generating capacity of 1,980,000 horsepower, distributing annually 6,700,000,000 kilowatt hours of electricity over 5,200 miles of transmission lines to more than 500 textile plants of approximately 8,600,000 spindles, 70 percent of all the spindles in the Carolinas, 46 percent of all the spindles in the South, 37 percent of all the spindles in the United States of America. In addition, electricity is provided for tobacco and furniture factories and other industries, for 211 communities for lighting and domestic uses, for the illumination of streets, and for driving trolley coaches and electric trains.



All living things, plants, animals, men, that complete the life cycle, that fully mature, pass through two major biological phases: One of growth, the accumulation of substance (to the end that the individual, plant, animal, man, may have strength); two, a phase of distribution or utilization of the accumulated substance, its pas-

sage to something beyond itself, to a renewal and a larger and more permanent life. So the plant gives its seed and fruit, dies that it may live again; so the lower animal forms live and die that higher forms may succeed them; so men, maturing in mind, ripening in their spiritual concepts, pass from the physical to the moral level, and from the moral to the spiritual level; and so the metamorphosis of matter into spirit pursues its predestined course, ever upward. In this transition, the human mind encounters the three crucial questions of life: the what, which is of matter; the how, which is of mechanism; and the why, which is of meaning or ultimate purpose.

The mind of James Buchanan Duke made this transit—from the what to the how, from the how to the eternal why. For some years, with accumulating wealth, with the possession of great means, there had to be the question: to what end? There was a maturing sense of responsibility to something beyond himself—a sense of responsibility that became a sense of trusteeship. Dr. Osler in his essay on *The Birth of Truth*, likens the conception of truth to that of an embryo and unborn infant. Time is a factor. And so it came about that this exceptional man answered the why, to what purpose. The Duke Endowment, signed on December 11, 1924, is his answer.



In his declaration for the guidance of the trustees, Mr. Duke says:

“For many years I have been engaged in the development of water powers in certain sections of the States of North Carolina and South Carolina. In my study of this subject I have observed how such utilization of a natural resource, which otherwise would run in waste to the sea and not remain and increase as a forest, both gives impetus to industrial life and provides a safe and enduring investment for capital. My ambition is that the revenues of such developments shall administer to the social welfare, as the operation of such developments is administering to the economic welfare, of the communities which they serve.”

The Trust Indenture conveyed to the trustees of The Duke Endowment securities of the Duke Power Company and other se-

curities having a value of \$40,000,000. The Trust stipulated that twenty percent of the income from this sum shall be added to the corpus until the total aggregate of such additions to the corpus shall be at least as much as the original sum, that is to say until the corpus shall be not less than \$80,000,000. By will, effective at the time of Mr. Duke's death, October 10, 1925, approximately another \$40,000,000 was added to the Trust.



The Russell Sage Foundation in its book, entitled *Philanthropic Giving*, lists the largest five American foundations and their assets in the following order:

Ford Foundation	\$238,000,000
Carnegie Corporation	173,000,000
Rockefeller Foundation	153,000,000
The Duke Endowment	135,000,000
Kresge Foundation	75,000,000

The assets of The Duke Endowment is an estimate by the author of *Philanthropic Giving* based upon a published list of securities held by The Duke Endowment.



The income of The Duke Endowment for its twenty-six years of operation, as shown in its financial statement of December 31, 1950, and which includes incomes from funds invested for beneficiaries is recorded as follows:

Dividends and Interest on

Securities, etc.	\$114,482,461.70
Expenses, Including Compensation of Trustees	5,568,784.03

Net Income	\$108,913,677.67
Added to the Corpus of the Trust in accordance with the Trust Indenture	18,297,426.41
For Distribution and Allocation	\$ 90,616,251.26

The \$90,616,251.26 has been distributed and allocated, under the terms of the Trust Indenture, as follows: For education, to four beneficiary institutions of higher education, Davidson College, Duke University, Furman University, and Johnson C. Smith University, \$56,532,121.25; for medical care, to hospitals, \$23,234,-591.49; for the support of orphans, \$3,299,410.90; for religion, rural Methodist Churches, and superannuated Methodist ministers and their families, \$3,319,645.45.

Of the total income of \$114,482,461.70, \$41,877,063.15 or 36.58 percent represents dividends on the stock of the Duke Power Company which was held by The Duke Endowment.



In summary: A limited, undeveloped agriculture was expanded into a world-wide industry; the wasted energy of two great rivers has been contained and turned into human service; Canadian wilds and Southern farming sections were transformed into great industrial developments; farm values and farm income has been much enhanced; remunerative employment has been provided for tens of thousands; general living conditions with better homes, better schools and churches, and improved roads have resulted; and finally, out of all of this, there has come a great program of human service, including provisions for the education of youth, for modern medical care, more adequate support for orphans, better rural churches, and assistance for those worn out in the preaching of that gospel that has laid the foundations for the great achievements of ultimate purpose.



What was the underlying motivation, the master passion of this dynamic and creative life? It would be interesting to consider the answers of close personal friends and associates of Mr. Duke, Mr. G. G. Allen, Mr. W. W. Fuller, Dr. Bennette E. Geer, Mr. W. R. Perkins, Mr. C. W. Toms, and others, but in the interest of time we will let Mr. Duke answer for himself. Asked, at the height of his career, the secret of his success, he said:

"I have succeeded in business not because I have more natural ability than those who have not succeeded, but because I have

applied myself harder and stuck to it longer. I know plenty of people who have failed to succeed in anything who have more brains than I had, but they lacked application and determination."

There you have the master-key that for him opened all the doors of opportunity, and that key is application or work, Dr. Osler's master-word. Let me quote his surpassing tribute to work. Speaking to the medical students of the University of Toronto, men just beginning their professional careers, he said:

"It seems a bounden duty on such an occasion to be honest and frank, so I propose to tell you the secret of life as I have seen the game played, and as I have tried to play it myself. You remember in one of the Jungle Stories that when Mowgli wished to be avenged on the villagers he could only get the help of Hathi and his sons by sending them the master word. This I propose to give you in the hope, yes, in the full assurance, that some of you at least will lay hold upon it to your profit. Though a little one, the master-word looms large in meaning. It is the open sesame to every portal, the great equalizer in the world, the true philosopher's stone, which transmutes all the base metal of humanity into gold. The stupid man among you it will make bright, the bright man brilliant, and the brilliant student steady. With the magic word in your heart all things are possible, and without it all study is vanity and vexation. The miracles of life are with it; the blind see by touch, the deaf hear with eyes, the dumb speak with fingers. To the youth it brings hope, to the middle-aged confidence, to the aged repose. True balm of hurt minds, in its presence the heart of the sorrowful is lightened and consoled. . . . Not only has it been the touchstone of progress, but it is the measure of success in everyday life. Not a man before you [on the rostrum] but is beholden to it for his position here, while he who addresses you has that honor directly in consequence of having had it graven on his heart when he was as you are today. And the master-word is *Work*, a little one, as I have said, but fraught with momentous sequences if you can but write it on the tablets of your heart and bind it upon your foreheads."



There is a philosophy of strong appeal which confers upon the fuller conception of work an exalted significance. Creation is

conceived not as a finished product but as an unfinished process. Its present state is not what it was a hundred thousand or a million years ago, nor what it will be a million years hence. From the less perfect to the more perfect the creative process moves on its destined course. In this ever moving process, man occupies an intermediate position between the creative mind and will and the unfinished task, like the nib of a rootlet between the living plant and the soil. Or to use a more complete analogy: the relation is like that existing between the individual mind or self and the billions of cells that compose the body and carry on its varied functions. The mind wills and the cells respond in the performance of their specialized services. Just so the Universal, All-Comprehending, and Eternal Mind, God, wills and His billions of creatures, His microcosmic creators, carry onward and upward the creative process toward ultimate perfection.



The course of man is set, fixed like a star within its orbit, and the ideal is not only more dynamic but more real than dead matter. • Life's dynamic moves from the less perfect to the more perfect, from the now to the then, from the here to the there, from the actual to the possible, from idea to ideal. Like the children in the wilderness in search of a promised land, we are led by a pillar of fire by night and a pillar of cloud by day. And work is the power and the glory in this transition from the actual to the possible—work is the master-word. To move forever onward, that is to live. To arrive would be fatal for then the possible would become the actual and the dynamic spirit would lose its momentum, become static and cease to live.



The dynamic of life and spirit, like that of the physical universe, moves in cycles. For the mathematician and scientist what appears to the eye as a straight line is only the visible segment of a circle. There are no ends. The sunset assures the sunrise and another day.

*“The soul that rises with us, our life’s star,
Hath had elsewhere its setting
And cometh from afar.”*

We in the flesh have seen a small segment of an orbit of a great life, dynamic, creative, as we have moved from a little log tobacco factory and now approach a magnificent cathedral wherein the weary body found its last resting place. Matthew Arnold, on a bleak November evening gazed upon the walls of Rugby Chapel wherein the body of his father rested, but the poet's thoughts moved on beyond the Chapel in this wise:

*"O strong soul, by what shore
Tarriest thou now? For that force
Surely, has not been left vain!
Somewhere, surely, afar,
In the sounding labor-house vast
Of being, is practiced that strength,
Zealous, beneficent, firm!"*

THE END



*"Actorum Memores simul
affectamus Agenda!"*





THIS NEWCOMEN ADDRESS, dealing with the life and work of JAMES BUCHANAN DUKE (1856-1925) was delivered at the "1952 North Carolina Dinner" of The Newcomen Society of England, held at Charlotte, North Carolina, U.S.A., on April 4, 1952. DR. RANKIN, the guest of honor, was introduced by DR. CHARLES A. CANNON, President, Cannon Mills Company; Honorary Chairman of The North Carolina Committee, in American Newcomen. The dinner was presided over by NORMAN A. COCKE, Senior Vice-President, Duke Power Company, Charlotte; Chairman of the North Carolina Committee, in The Newcomen Society of England.

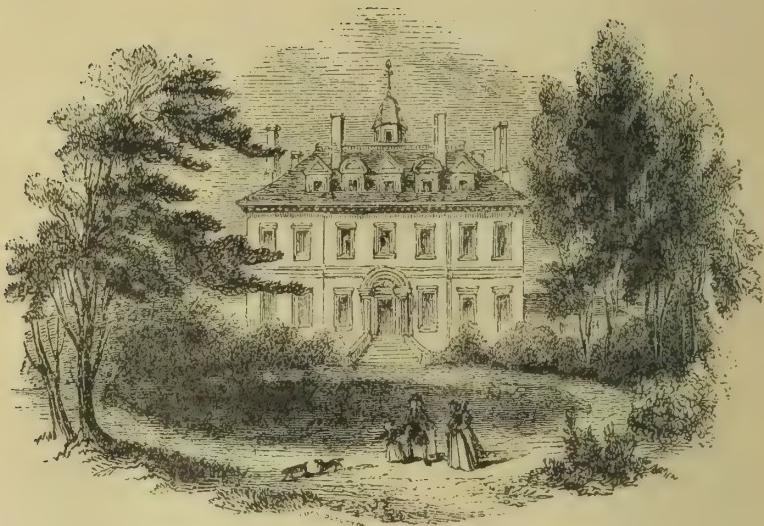




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AMERICAN NEWCOMEN, interested always in human achievement, takes satisfaction in presenting this outstanding Newcomen manuscript, dealing with the life and work of one of America's truly great men. JAMES BUCHANAN DUKE, genius in industry, generous and wise in wealth, compassionate and understanding in human affairs, has left to all men a great heritage to cherish and maintain in unsullied glory. JAMES BUCHANAN DUKE brought splendor to life!





THE NEWCOMEN SOCIETY OF ENGLAND IN NORTH AMERICA

BRADLY, this British Society has as its purposes: to increase an appreciation of American-British traditions and ideals in the Arts and Sciences, especially in that bond of sympathy for the cultural and spiritual forces which are common to the two countries; and, secondly, to serve as another link in the intimately friendly relations existing between Great Britain and the United States of America.

The Newcomen Society centers its work in the history of Material Civilization, the history of: Industry, Invention, Engineering, Transportation, the Utilities, Communication, Mining, Agriculture, Finance, Banking, Economics, Education, and the Law—these and correlated historical fields. In short, the background of those factors which have contributed or are contributing to the progress of Mankind.

The best of British traditions, British scholarship, and British ideals stand back of this honorary society, whose headquarters are at London. Its name perpetuates the life and work of Thomas Newcomen (1663-1729), the British pioneer, whose valuable contributions in improvements to the newly invented Steam Engine brought him lasting fame in the field of the Mechanic Arts. The Newcomen Engines, whose period of use was from 1712 to 1775, paved a way for the Industrial Revolution. Newcomen's inventive genius preceded by more than 50 years the brilliant work in Steam by the world-famous James Watt.





*"The roads you travel so briskly
lead out of dim antiquity,
and you study the past chiefly because
of its bearing on the living present
and its promise for the future."*

—LIEUTENANT GENERAL JAMES G. HARBORD,
K.C.M.G., D.S.M., LL.D., U.S. ARMY (RET.)

(1866-1947)

*Late American Member of Council at London
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